CLAIMS

1. A method of picking records from at least one first table of a dimensional database, corresponding to at least one future event, the method comprising:

5 receiving the dimensional database comprising a first plurality of tables comprising the at least one first table, each of a second plurality of the first plurality of tables comprising a plurality of rows having at least one attribute related to an effective identifier in said row, the second plurality comprising a third table comprising a plurality of rows, each of the plurality of rows of the third table comprising a reference to a row of

10 at least one other table in the dimensional database; and,

following the receiving step:

fashioning at least one second table responsive to an identifier attribute of at least one of the at least one first table of the dimensional database; and

responsive to at least one attribute of at least one row of the at least one second

15 table, picking at least one row from the at least first table of the dimensional database and a table produced responsive to at least a portion of a first table of the dimensional database.

2. The method of claim 1 wherein the picking step comprises joining at least

20 one row from the one selected from the first table of the dimensional database with the table produced from a first table of the dimensional database.

3. The method of claim 1 wherein the picking step comprises selecting at least one row from the one selected from the first table of the dimensional database with

25 the table produced from a first table of the dimensional database.

4. The method of claim 1 comprising the additional step of picking, independently of the second table, at least one row from a table selected from at least one of the first tables of the dimensional database and a table produced responsive to at least

30 one of the first tables of the dimensional database.

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5.   The method according to claim 4 additionally comprising the step of fashioning at least intermediate table from at least one of the at least one second table; and;

wherein the picking step responsive to the portion of the at least one second table is additionally responsive to at least one intermediate table.

6.   The method of claim 1 wherein the fashioning step consists essentially of:

receiving an identifier of a first input table comprising at least a portion of one of the first tables, the first input table comprising a plurality of rows, at least one row consisting of at least one selected from an item effective identifier and a user effective identifier; and

fashioning the third table comprising at least one row consisting of at least one selected from at least one identifier corresponding to at least one of the item identifiers from at least one row of the first input table and at least one identifier corresponding to at least one of the user identifiers from at least one row of the first input table.

7.   A method of improving customer loyalty, said method comprising:

receiving a dimensional database comprising a first plurality of tables comprising at least one first table, each of a second plurality of the first plurality of tables comprising a plurality of rows having at least one attribute related to an effective identifier in said row, the second plurality comprising a third table comprising a plurality of rows, each of the plurality of rows of the third table comprising a reference to a row of at least one other table in the dimensional database; and,

following the receiving step:

fashioning at least one second table responsive to an item identifier attribute of at least one of the at least one first table of the at least one dimensional database; and

responsive to at least one of the at least one second table, picking at least one row from one selected from a first table of the dimensional database and a table produced responsive to at least a portion of at least a portion of at least one first table of the dimensional database; and,

receiving an identifier of a first input table comprising at least a portion of one of the first tables, the first input table comprising a plurality of rows, at least one row consisting of at least one selected from an item effective identifier and a user effective identifier; and

5   fashioning the third table comprising at least one row consisting of at least one selected from at least one identifier corresponding to at least one of the item identifiers from at least one row of the first input table and at least one identifier corresponding to at least one of the user identifiers from at least one row of the first input table.

10   8.   The method of claim 7 comprising the additional step of delivering the third table to a user corresponding to the user identifier.

9.   The method of claim 7 wherein the delivery step comprises delivery of a computer-readable copy of the third table to the corresponding user.

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10.   The method of claim 7 wherein the delivery step comprises delivery of a printed copy of the third table to the corresponding user.

11.   A method of improving customer relations, said method comprising:

20   receiving a dimensional database consisting essentially of at least one first table consisting of a plurality of rows having at least one attribute related to an inventory item and at least a second attribute related to a customer identifier; and,

following the receiving step;

fashioning at least one second table responsive to at least one inventory item

25   attribute and at least one customer identifier attribute of the at least one first table of the dimensional database, and;

receiving an identifier of a first input table consisting essentially of at least a portion of one of the first tables, the first input table comprising a plurality of rows, at least one row comprising the inventory item identifier; and,

30   fashioning a third table comprising at least one row consisting of at least one inventory item identifier corresponding to, at least one of the inventory item identifiers

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from at least one row of the first input table and at least one of the inventory item identifiers from at least one row of the second table, and at least one customer identifier attribute corresponding to at least one of the customer identifier attributes from at least one row of the second table; and,

5   informing the customer corresponding to the customer identifier attributes of the third table of the data in said table.

12.   The method of claim 11 wherein the fashioning of the second table step comprises an input of the inventory item identifier and an input of the customer identifier

10   corresponding therewith.

13   A computer program product comprising a computer useable medium having computer readable program code embodied therein for the method of claim 14.

15   14.   A method of improving customer relations comprising:

comparing a first database with a second database thereby,

producing a third database, wherein the first database contains inventory items, and where the second database contains selected items and where the third database is the intersection of the first database and the second database.

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15.   A method for loyal customer service and directed marketing comprising:

(a)   determining a product database for storing a product information related to a product;

25   (b)   determining a purchase database for storing a purchase information related to the purchase of the product by a customer;

(c)   determining a customer database for storing the customer information related to the customer where said customer information at least provides for each customer in said customer database an association with the purchase database;

30   (d)   determining a promotion database for storing a promotion information related to a promotion of the product, where said promotion relates to

individual products and where said promotion is determined independent of said customer information;

(e) determining a customer incentive database for storing the intersection of the promotion database, the purchase database and the customer database, where the customer database is arranged by the customer information thereby providing a customer incentive report; and

(f) communicating said customer incentive report to the customer.